

KVBC PUBLIC SERVICE ANNOUNCEMENTS

October 2001

Adult Issues

Spot Title	Count /	Crime	Growth	Lifestyles	Education	Money	Spot Length
x							
KVBC/Ala-Teen - Suffocating	3	X			X		:15
KVBC/Baby Your Baby	15			X			:20
KVBC/Baby Your Baby	5			X			:30
KVBC/BEST Coalition	4	X					:10
KVBC/BEST Coalition	12		X				:20
KVBC/BEST Coalition	2				X		:30
KVBC/BEST Coalition	2			X			:15
KVBC/CCSN/NV Lullaby	3			X			:30
KVBC/CCSN/NV Lullaby	5			X			:15
KVBC/Faith Lutheran/Oliver North	6		X				:20
KVBC/Fraternal Order of Police	45	X		X		X	:30
KVBC/Habitat for Humanity	3		X			X	:10
KVBC/Habitat for Humanity	1		X			X	:30
KVBC/I Sight Center	8			X			:30
KVBC/Lowell Observatory	4				X		:20
KVBC/LVMPD	1	X					:15
KVBC/MS Foundation	4			X			:30
KVBC/Narcotics Anonymous	1	X		X			:10
KVBC/Natl Ctr Miss-Exp	4	X					:30
KVBC/Natl Diabetes Ed Pro	6			X			:30
KVBC/NV Cncl Problem Gaming	1			X			:30
KVBC/NV PALS	10			X	X		:30
KVBC/NV Prepaid Tuition	13		X			X	:30
KVBC/Red Cross	9			X			:30
KVBC/RSVP	1			X			:10
KVBC/Safe Haven	3	X		X			:30
KVBC/Safe Nest - TADC	1	X		X			:30
KVBC/St of NV/Family2Family	5			X			:15
KVBC/St of NV/Suicide	1			X			:30
KVBC/Take the Time to Teach	12				X		:10
KVBC/Take the Time to Teach	1				X		:30
KVBC/United Way	3		X				:30
KVBC/UNCF	12					X	:30
KVBC/UNLV Boyd School of Law	6				X		:30
KVBC/UNCF	12			X			:30
KVBC/US Dept of Transportation	5		X				:30
KVBC/US Dept of Transportation	1		X				:15
KVBC/Community Billboard*	41	X	X	X	X	X	:60
Total	271						

KVBC Denotes Co-Sponsorship

* A 30-second Community Billboard airs five days a week, with three items of community interest. A 60-second

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<u>Spot Title</u>	<u>Count /</u>	<u>Crime</u>	<u>Growth</u>	<u>Lifestyles</u>	<u>Education</u>	<u>Money</u>	<u>Spot Length</u>
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x

Billboard airs seven days a week, with up to five items of community interest. Copies of the Billboards are attached to the back of this report.

KVBC PUBLIC SERVICE ANNOUNCEMENTS

October 2001

Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>Peer Pressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/Ala-Teen - Suffocating	3			X	X	:15
KVBC/BEST Coalition	4				X	:10
KVBC/BEST Coalition	3	X				:20
KVBC/Lowell Observatory	4		X			:20
KVBC/LVMPD	1			X		:15
KVBC/Narcotics Anonymous	1	X				:10
KVBC/NV Cncl Problem Gaming	1				X	:30
KVBC/Community Billboard*	41	X	X	X	X	:60
KVBC/Community Billboard*		X	X	X	X	
Total	58					

KVBC Denotes Co-Sponsorship

** A 30-second Community Billboard airs five days a week, with three items of community interest. A 60-second Community Billboard airs seven days a week, with six items of community interest. Copies of the Community Billboards are attached to the back of this report.*

KVBC PUBLIC SERVICE ANNOUNCEMENTS

November 2001

Adult Issues

Spot Title	Count /	Crime	Growth	Lifestyles	Education	Money	Spot Length
KVBC/Al-Anon	3			X			:15
KVBC/Anti-Defamation League	1			X			:30
KVBC/Baby Your Baby	14			X			:20
KVBC/Baby Your Baby	20			X			:30
KVBC/BEST Coalition - Clinic	2			X			:20
KVBC/BEST Coalition - Music	3			X	X		:30
KVBC/BEST Coalition - Smoke	3			X			:15
KVBC/CC Fire Department	8	X					:30
KVBC/CC Parks & Recreation	1			X			:30
KVBC/CC Safe Kids Clinic	1			X			:30
KVBC/CCSN	2				X		:30
KVBC/CCSN	5				X		:15
KVBC/Fraternal Order of Police	33	X					:30
KVBC/Girl Scouts	2			X			:30
KVBC/Habitat for Humanity	1		X			X	:10
KVBC/Habitat for Humanity	2		X			X	:30
KVBC/Human Rights Campaign	2			X			:30
KVBC/I Sight	3			X			:30
KVBC/Lowell Observatory	1				X		:20
KVBC/LV Natural History Museum	2			X	X		:30
KVBC/LVMPD	7	X					:15
KVBC/LVMPD 2	2	X					:30
KVBC/Make-A-Wish	8			X			:30
KVBC/Narcotics Anonymous	3	X		X			:10
KVBC/Natl Ctr Miss-Exp	2	X					:30
KVBC/Natl Diabetes Ed Pro	4			X			:30
KVBC/New Vista Ranch	1			X			:30
KVBC/NV Office of Traffic Safety	1		X				:30
KVBC/NV Prepaid Tuition	10					X	:30
KVBC/NV Prepaid Tuition	2					X	:15
KVBC/RSVP	2			X			:10
KVBC/Safe Haven	2	X		X			:30
KVBC/Safe Nest - TADC	4	X		X			:30
KVBC/St of NV/Crisis Hotline	7	X					:15
KVBC/St of NV/Suicide	1			X			:30
KVBC/St of NV/Suicide	1			X			:15
KVBC/Sunbelt Communications	4			X			:30
KVBC/Take the Time to Teach	3				X		:10
KVBC/Take the Time to Teach	10				X		:30
KVBC/Unltd Negro College	4				X		:30
KVBC/Unltd Way	22			X			:30
KVBC/UNLV Boyd School of Law	25				X		:30
KVBC/US Dept of Transportation	5	X					:30
KVBC/Community Billboard*	43	X	X	X	X	X	:60

KVBC PUBLIC SERVICE ANNOUNCEMENTS

November 2001

Adult Issues

<u>Spot Title</u>	<u>Count / Crime Growth Lifestyles Education Money Spot Length</u>
Total	282

KVBC Denotes Co-Sponsorship

** A 30-second Community Billboard airs five days a week, with three items of community interest. A 60-second Billboard airs seven days a week, with six items of community interest. Copies of the Billboards are attached to the back of this report.*

KVBC PUBLIC SERVICE ANNOUNCEMENTS

November 2001

Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>Peer Pressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/BEST Coalition - Praise	2	X				:20
KVBC/BEST Coalition - Praise	1	X				:15
KVBC/Girls & Boys Town	1				X	:15
KVBC/Girl Scouts	2				X	:30
KVBC/Human Rights Campaign	2		X	X		:30
KVBC/Lowell Observatory	1		X			:20
Total	9					

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KVBC PUBLIC SERVICE ANNOUNCEMENTS

December 2001

Adult Issues

Spot Title	Count /	Crime	Growth	Lifestyles	Education	Money	Spot Length
KVBC/Al-Anon	2	X		X			:15
KVBC/Baby Your Baby	11			X			:20
KVBC/BEST Coalition - Clinic	3			X			:20
KVBC/BEST Coalition - Grow Up	3			X			:10
KVBC/BEST Coalition - Smoke	2			X			:15
KVBC/CCSN	9				X		:15
KVBC/Dillards - Holiday CD	11			X			:30
KVBC/Dillards - Holiday CD	14			X			:15
KVBC/FOP Safe Haven Drop	19	X		X			:30
KVBC/Fraternal Order of Police	22	X					:30
KVBC/Habitat for Humanity	4		X			X	:10
KVBC/Lowell Observatory	3				X		:20
KVBC/LVMPD	7	X					:15
KVBC/Narcotics Anonymous	2	X					:10
KVBC/RSVP	2			X			:10
KVBC/Safe Haven	2	X		X			:30
KVBC/St of NV/Suicide	1			X			:30
KVBC/St of NV/Suicide	1			X			:15
KVBC/Sunbelt Communications	4			X			:30
KVBC/T5 - KVBC.com link	6				X		:30
KVBC/T5 - Teach	5				X		:30
KVBC/Take the Time to Teach	3				X		:10
KVBC/Take the Time to Teach	10				X		:30
KVBC/United Negro College	4				X		:30
KVBC/United Blood	16			X			:15
KVBC/United Way	45			X			:30
KVBC/UNLV Boyd School of Law	16				X		:30
KVBC/UNLV Boyd School of Law	25				X		:30
KVBC/Community Billboard*	30	X	X	X	X	X	:60
Total	282						

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Children's Issues

<u>Spot Title</u>	<u>Count /</u>	<u>Peer Pressure</u>	<u>School</u>	<u>Violence</u>	<u>Activities</u>	<u>Spot Length</u>
KVBC/BEST Coalition - Praise	1	X				:20
KVBC/BEST Coalition - Praise	3	X				:15
KVBC/Lowell Observatory	3		X			:20
KVBC/LVMPD	7			X		:15
KVBC/Narcotics Anonymous	2				X	:10
KVBC/Community Billboard*	30	X	X	X	X	:60
Total	46					

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